

Message Text

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ACTION COME-00

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FM AMEMBASSY BANGKOK

TO SECSTATE WASHDC 3319

UNCLAS BANGKOK 7315

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: ILLINOIS IOGA TRADE MISSION, JAN. 1976

REF : STATE 090212

1. PROPOSED DATES FOR SUGGESTED TRADE MISSION (JAN. 15-16 OR EARLY MARCH) WOULD BE ACCEPTABLE TO EMBASSY, EMBASSY AND WOULD BE PREPARED TO ADJUST OTHER RESPONSIBILITIES REQUIRED BY CCP TO ACCOMMODATE SUCH MISSION. HOWEVER, BASED ON RATHER CURSORY IN-HOUSE MARKET STUDY, PRODUCT THEME WOULD NOT RPT NOT SEEM TO WARRANT MAJOR CAMPAIGN ACTIVITY AT THIS TIME. IMPORT STATISTICS FOR RECENT YEARS OF AIR CONDITIONERS, REFRIGERATORS AND TO LESSER EXTENT, COMPONENTS AND PARTS, ARE CONSIDERABLY BELOW THOSE PROJECTED BY CORAL'S EMI STUDY OF 1970. EMBASSY ATTRIBUTES THIS LARGELY TO INCREASE IN LOCAL PRODUCTION.

2. FOR EXAMPLE, INVESTOR MAGAZINE, IN MARCH 1974 SUPPLEMENT, REPORTED THAT EIGHT COMPANIES GRANTED BOI PROMOTIONAL CERTIFICATES TO ASSEMBLE AIR CONDITIONING UNITS (USING IMPORTED MOTORS AND CERTAIN OTHER COMPONENTS) AND TOTAL PRODUCTION CAPACITY OF APPROXIMATELY 35,000 UNITS A YEAR, BUT BECAUSE MARKET REQUIREMENT WAS LESS THAN THIS, MOST WERE WORKING AT ONLY 40 TO 50 PERCENT OF CAPACITY. SAME ISSUE REPORTED THAT OF APPROXIMATELY 45,000 REFRIGERATORS SOLD IN THAILAND IN 1973, WELL OVER 50 PERCENT WERE MANUFACTURED IN COUNTRY, AND THAT WHEN ALL PLANTS GRANTED PROMOTIONAL PRIVILEGES WERE IN OPERATION, PRODUCTION CAPACITY OF REFRIGERATORS FOR

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DOMESTIC USE, AND WATER COOLERS, WOULD BE SUFFICIENT TO

MEET LOCAL DEMAND.

3. ON FAVORABLE SIDE, ALTHOUGH JAPAN HAS BEEN OFFERING INCREASED COMPETITION, US HAS LONG HAD MAJOR SHARE OF AIR CONDITIONING IMPORT MARKET AND SUBSTANTIAL SHARE OF REFRIGERATION EQUIPMENT MARKET, SUGGESTION US PRODUCTS ENJOY EXCELLENT REPUTATION HERE.

4. ON BALANCE, EMBASSY AGREEABLE TO DATES AND THEME SUGGESTED IN REFTEL, ALTHOUGH SOME ADJUSTMENT IN CCP WOULD OF COURSE BE NECESSARY.

5. WE SUGGEST COMPOSITION OF TM EMPHASIZE MANUFACTURERS OF COMPONENTS AND PARTS, AS WELL AS US TECHNOLOGY. BELIEVE A HALF-DAY TECHNICAL SEMINAR MIGHT APPROPRIATELY BE INCLUDED IN SCHEDULE.
MASTERS

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